

Work Experience

Freelance & Contract

2020-Present

Various Locations

Freelance Design Director

- Collaborated with the team at online learning powerhouse **Udemy** during the rollout of a complete rebrand and IPO, by systemizing advertising, developing social media & email programs, and creating promotional campaigns.
- Worked with B2B team at **Udemy Business** on an extensive overhaul of their website and development of their first-ever integrated campaigns.
- Supported the launch of a new visual identity for **Broadridge**, a leading, global Fintech company by defining how the brand would be implemented across social media, video, digital events and collateral.
- Branding work in finance, tech and healthcare sectors with various agencies, including **Brunswick, Sustena, Sequel**, and **Lippe Taylor**.

Prophet

2019–2020

New York, NY

Associate Creative Director

- Lead creative role in branding and activation projects including clients such as **Jackson National** and **Edward Jones**.
- Assisted in new business efforts by creating pitch materials and concept work
- Worked with creative leadership team to manage design team.

Siegel+Gale

2019

New York, NY

Associate Creative Director

- Lead creative role on New York office's largest client, **American Express**, focused on refining the brand experience through digital and physical touchpoints.

Freelance & Contract

2017-2019

Various Locations

Freelance Design Director

- Worked with **Jones Knowles Ritchie** on branding and campaign work including art direction of photoshoots for Bud Light.
- Led implementation of large-scale rebrands for agencies including **TenTen** and **Monigle** for a major healthcare system and a multi-billion dollar housewares, health and home, and beauty products company.

Addison

2016-2017

2015-2016

2011-2015

New York, NY

Creative Director

Design Director

Art Director

- Lead creative role on digital, print, video and branding projects for global, Fortune 500 companies.
- As Creative Director, led creative on half of agency's accounts.

Education

Miami University Oxford, OH, BFA Graphic Design, Graduation with Honors

Skills

Design, Creative Direction, Branding, Visual Identity, Campaigns, Collateral, Design Systems, Digital, Print, Video, Puns

Clients

AB InBev, American Express, Brown-Forman, Cleary Gottlieb, Comcast, Diageo, Fitch Ratings, General Electric, Hyundai, Jackson National, Lacoste, LVMH, PepsiCo, Salvatore Ferragamo, Udemy, Verizon, World Bank

Recognition

Communication Arts, Graphis, Type Directors Club, PRINT, HOW, International Design Awards, FPO Awards, Brand New Awards, Creative Quarterly, Coupe, ARC Awards, ReBrand 100

* Actually, James is my first name, but you can call me Ken.